

IN THE CLAIMS:

The text of all pending claims are set forth below. Cancelled and withdrawn claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (PREVIOUSLY PRESENTED), (cancelled), (withdrawn), (new), (previously added), (reinstated - formerly claim #), (previously reinstated), (re-presented - formerly dependent claim #) or, (previously re-presented).

Please AMEND the claims in accordance with the following:

1. (CURRENTLY AMENDED) A marketing system for processing market information of consumers and dealers via an electronic network, comprising:

a personal information registering unit registering personal information of a consumer, where the personal information includes information personally identifying the consumer;

a market information registering unit registering non-binding market information that advertises a non-binding market interest of the consumer;

a posting unit for extracting and posting the non-binding market information registered in said market information registering unit while withholding from the dealers a portion of the personal information of the consumer necessary for a dealer to identify and contact the consumer about the viewed market information;

a personal information acquiring unit purchasing and acquiring for a dealer, after the dealer has viewed the posted market information, the previously withheld portion of the personal information of the consumer necessary for the dealer to identify and contact the consumer about the viewed market information;

a prior approval demand determining unit determining, based on the personal information registered in said personal information registering unit, whether prior approval by the consumer is required before the dealer ~~accesses~~ can use the portion of the consumer's personal information to personally contact the consumer about the viewed market information; ~~and~~

an access confirming unit seeking approval for access by the dealer from the consumer who registered the purchased market information, when said prior approval demand determining unit judges that the prior approval is required;

an information extracting unit extracting, from the registered personal information,

personal information to be disclosed to the dealer when access approval is confirmed; and
a pickup processing unit permitting the dealer to pickup the personal information
extracted by the information extracting unit.

2. CANCELLED.

3. (PREVIOUSLY PRESENTED) The marketing system according to claim 1, wherein said access confirming unit cancels the purchase of the personal information by the dealer when the consumer does not approve the dealer's access.

4. (PREVIOUSLY PRESENTED) The marketing system according to claim 1, wherein the personal information registered in said personal information registering unit includes a type of access to the consumer.

5. (ORIGINAL) The marketing system according to claim 4, wherein the type of access includes at least one of indirect or direct electronic mail, indirect or direct facsimile transmission, indirect or direct mail of material, telephone call, and visit.

6. (PREVIOUSLY PRESENTED) The marketing system according to claim 1, wherein the personal information registered in said personal information registering unit includes pre-categorized information and format-free information.

7. (CURRENTLY AMENDED) The marketing system according to claim 1, further comprising an accounting unit for charging the dealer when the dealer has purchased the market information posted at said posting ~~means~~unit.

8. (PREVIOUSLY PRESENTED) The marketing system according to claim 1, further comprising a posting continuation confirming unit for performing at regular intervals of time a process of inquiring of the consumer whether the consumer desires the market information to be continuously posted at said posting unit.

9. (PREVIOUSLY PRESENTED) The marketing system according to claim 1, further comprising a point providing unit for giving the consumer a bonus point when the consumer has registered the personal information or market information.

10. (PREVIOUSLY PRESENTED) The marketing system according to claim 9, wherein said point providing unit gives the consumer an extra point if the consumer purchases goods from the dealer who has purchased the market information.

11-19. (CANCELLED)